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Ruakura SuperHub Signage, Wayfinding and Placemaking

Tainui Group Holdings
Stage 2 Concept Design
Issue 01

TGHO2436
10 March 2022

Change register

1.1 'In Principles' Strategies

Issue	Date	Description	DM	Drawn	Checked
Issue 01	08 July 2021	Incorporated into Ruakura Design Guidelines	MK	MJ	MK

1.2 Holistic Signage and Wayfinding Masterplan

Issue	Date	Description	DM	Drawn	Checked
Issue 01	11 August 2021	-	MK	MJ	MK

Concept Design

Issue	Date	Description	DM	Drawn	Checked
Issue 01	10 March 2022	Sign locations and building number sequencing	MK	MM	MK

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General note: These drawings are prepared to communicate design intent only.
All message content is indicative. All structural frames, footings and connections to be as per
Engineer's specifications and requirements. Contractor to ensure all materials, measurements,
fixing details and methods are suitable for the site application before manufacture.

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written consent of Diadem. Figured dimensions shall take precedence to scaled.

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- 25 Preliminary locations
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Project stages

Stage 1.1 ‘In Principles’ Strategies	Stage 1.2 Holistic Signage and Wayfinding Masterplan	Stage 2 Concept Design	Stage 3 Design Development	Stage 4 Documentation and Authority Approvals Process	Stage 5 Delivery Services
Provide ‘in principle’ strategies specific to signage and wayfinding to be included in the Ruakura SuperHub Design Principles.	Analyse the site and the need of its users to determine navigational issues. Propose solutions, including the range of sign types, required to optimise user experience.	Generate a creative direction to apply to selected key sign types. Preliminary sign locations and building addresses.	Refine the concept direction and apply to all sign types. Develop sign locations and content.	Produce documentation that enables contractors to provide costs for manufacture and installation.	Subject to contractual arrangement

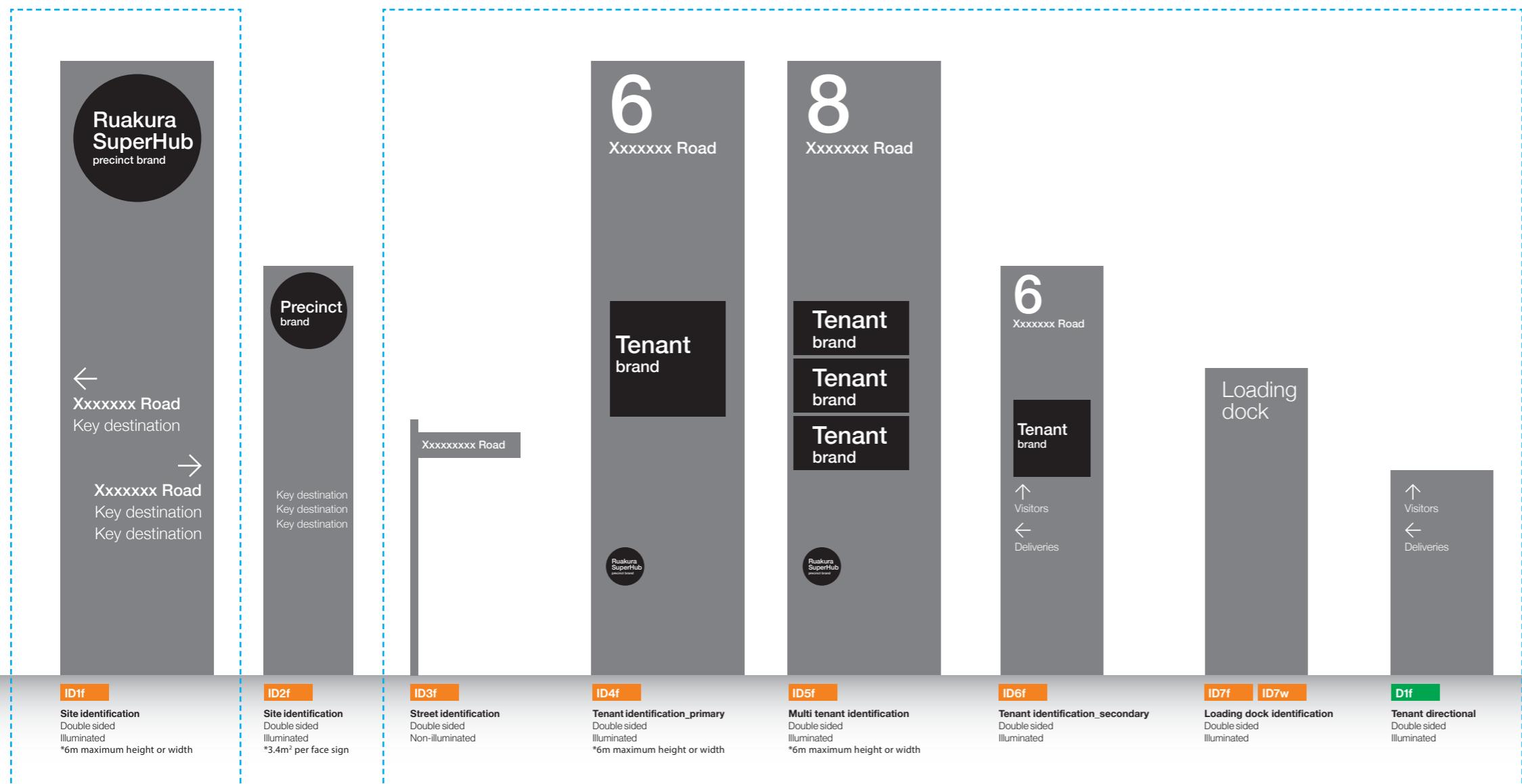
A Concept Design

Concept Design

Signage suite



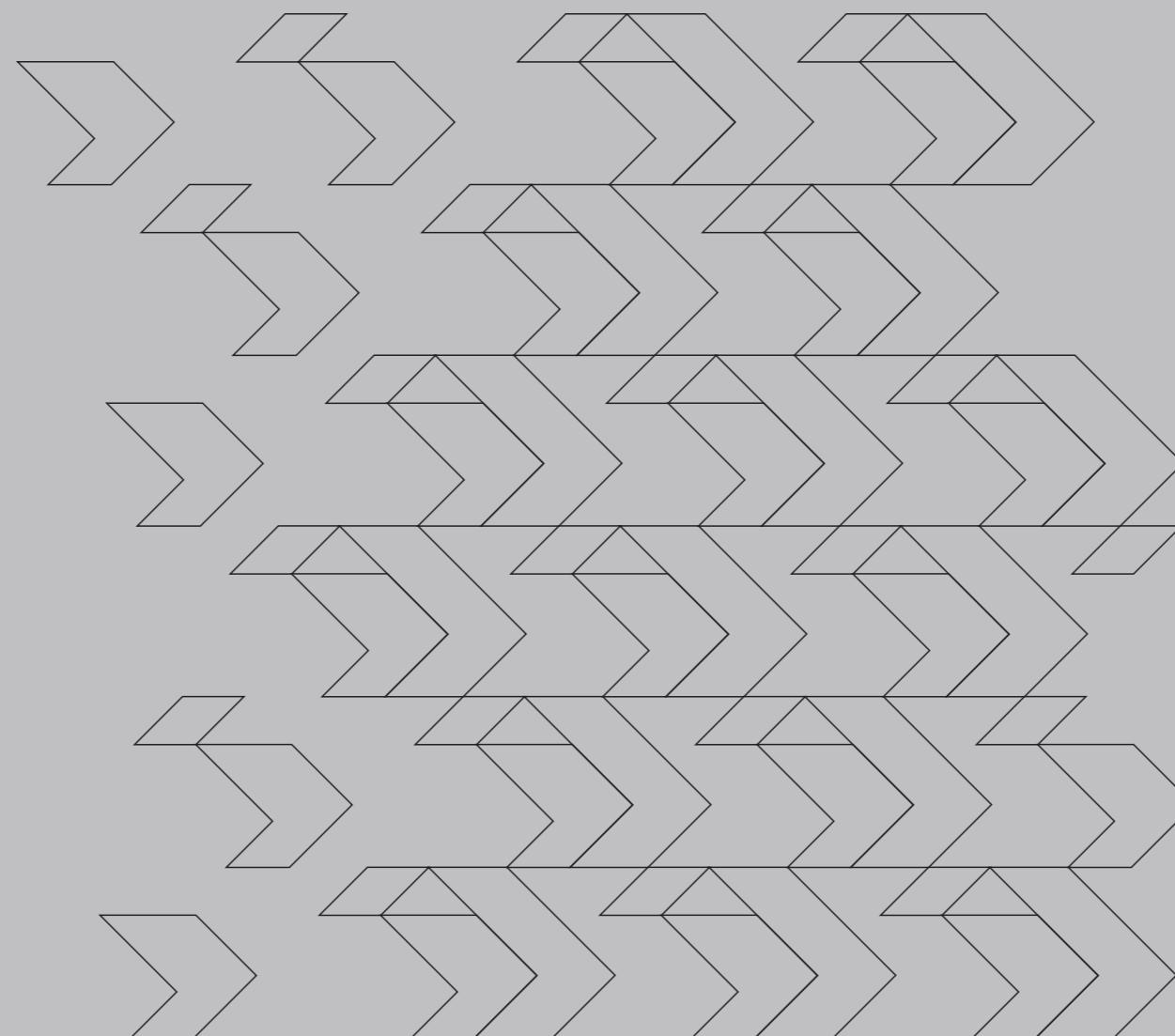
These sign types have been designed
within this Concept Design stage of work



The sign types shown here represent the information requirements identified in the strategy. This document illustrates how they communicate visually as sign designs.

Design direction 01

The brand pattern
as a design element



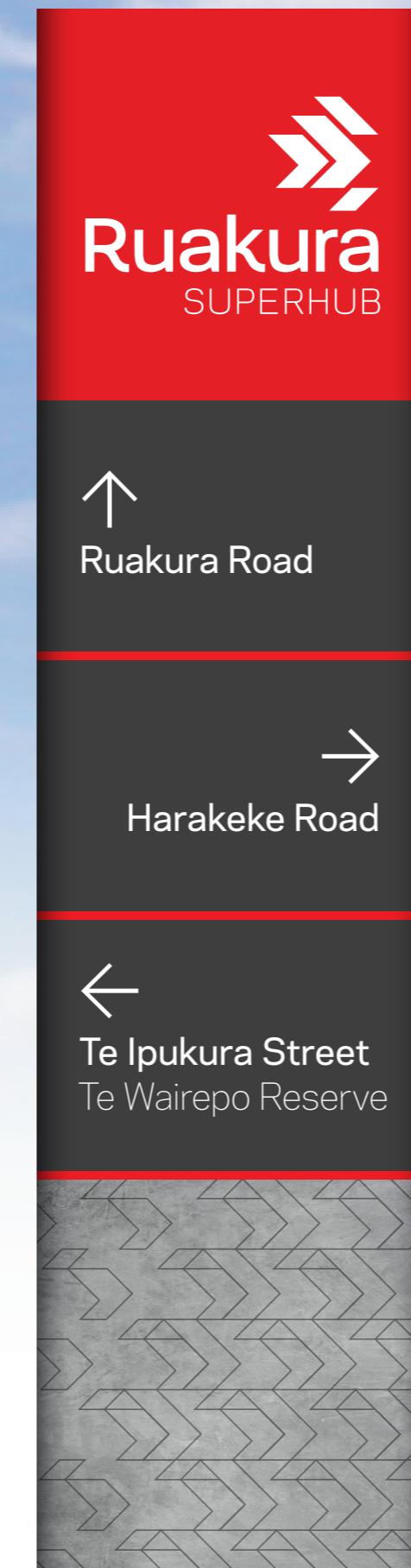
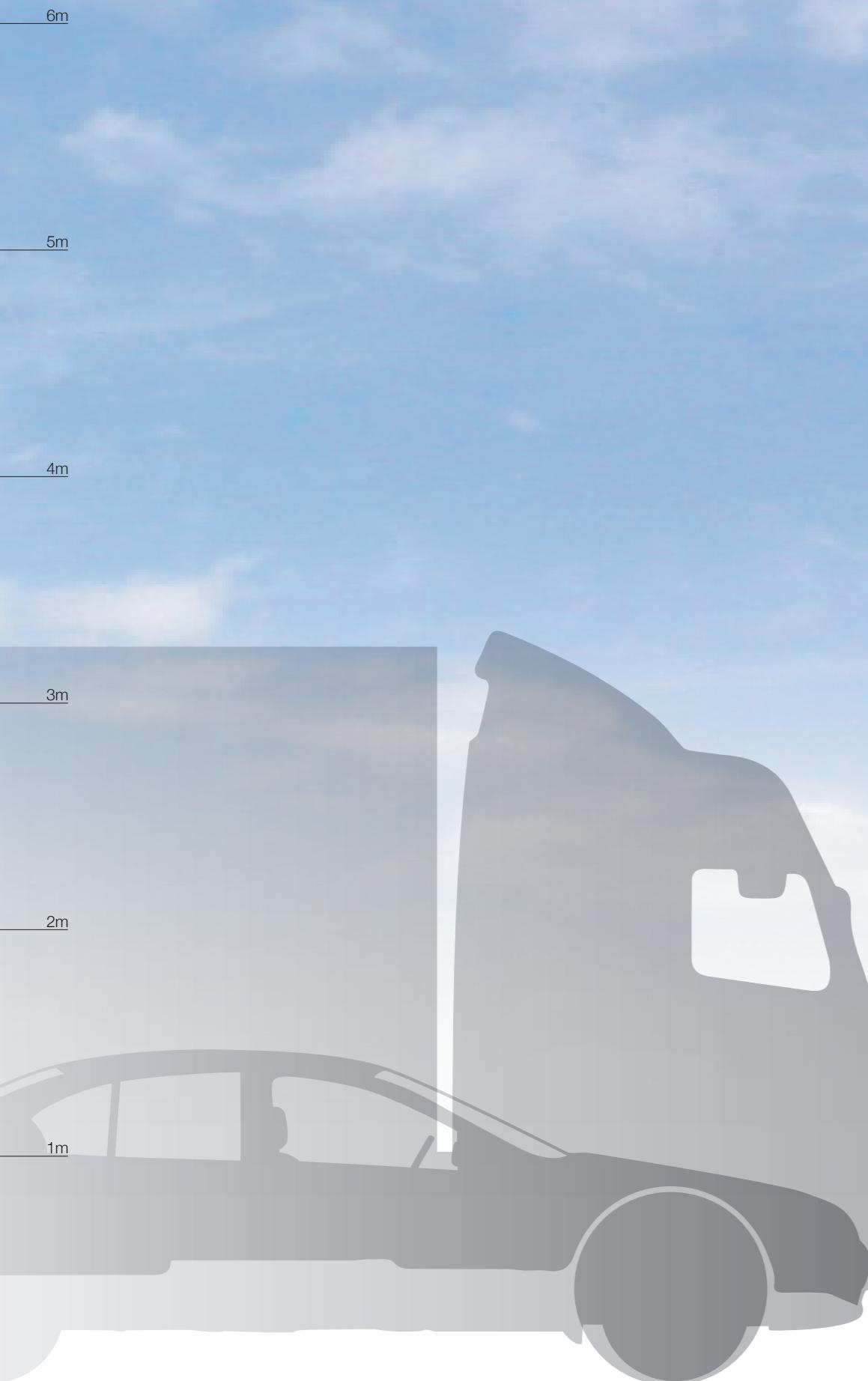
Design direction 01



Concept Design
Design direction 01

ID1f

Site identification
pylon
Freestanding
Double-sided
Illuminated



Design direction 01



Tenant identification
Primary
Freestanding
Double-sided
Illuminated

6m

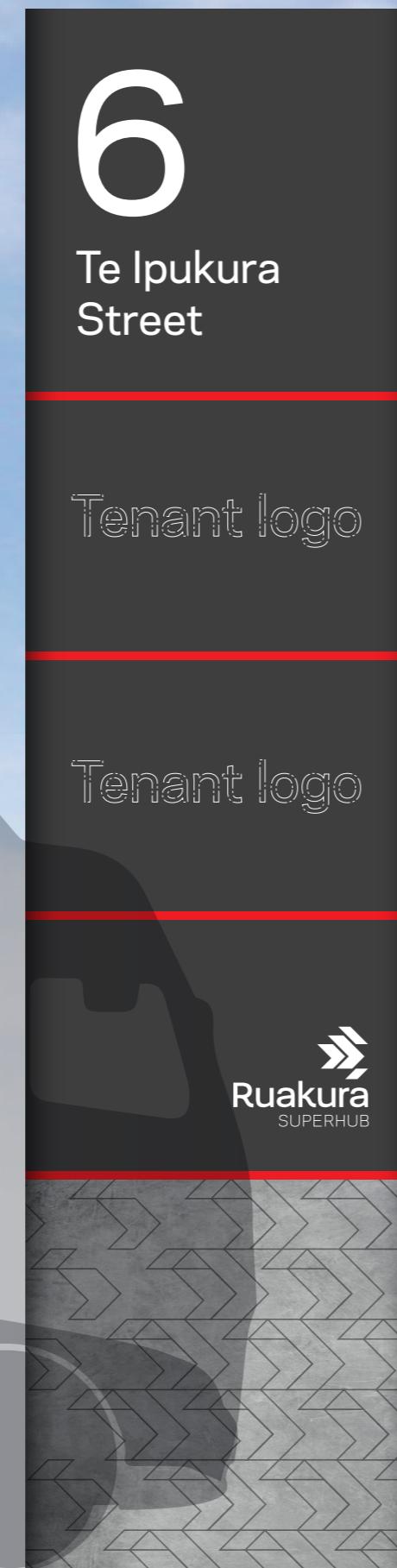
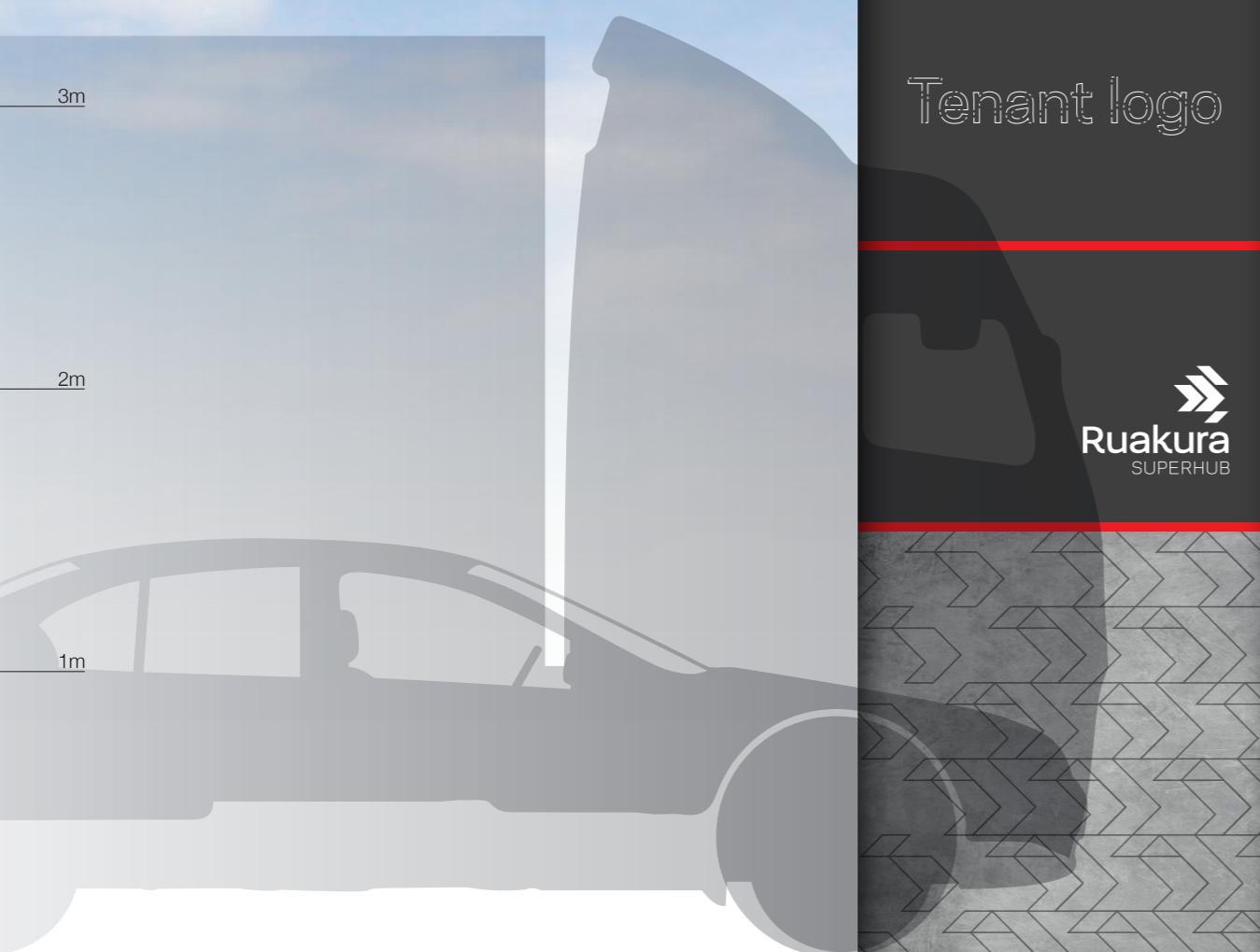
5m

4m

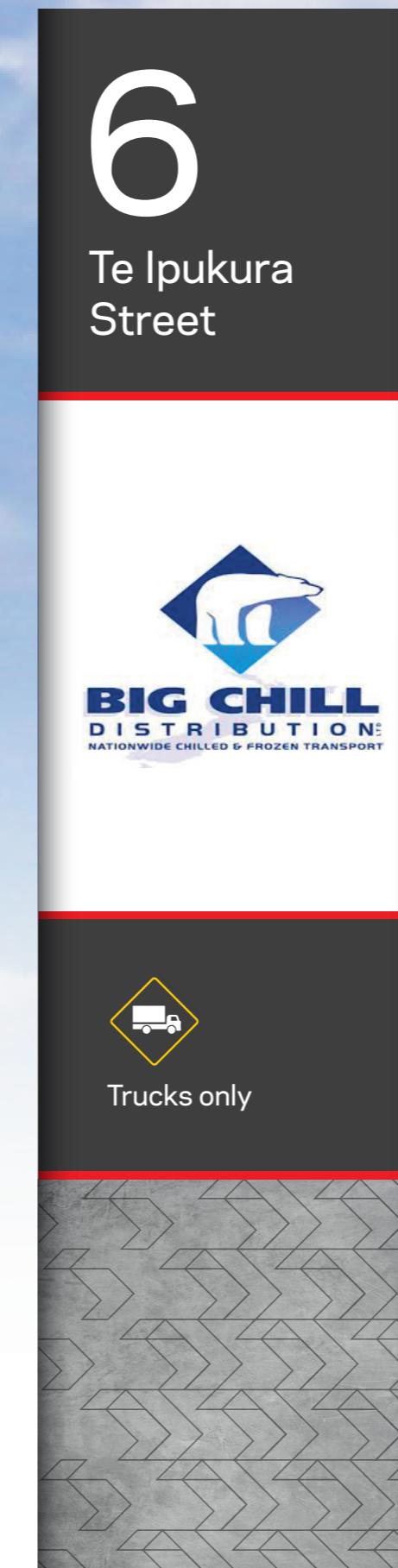
3m

2m

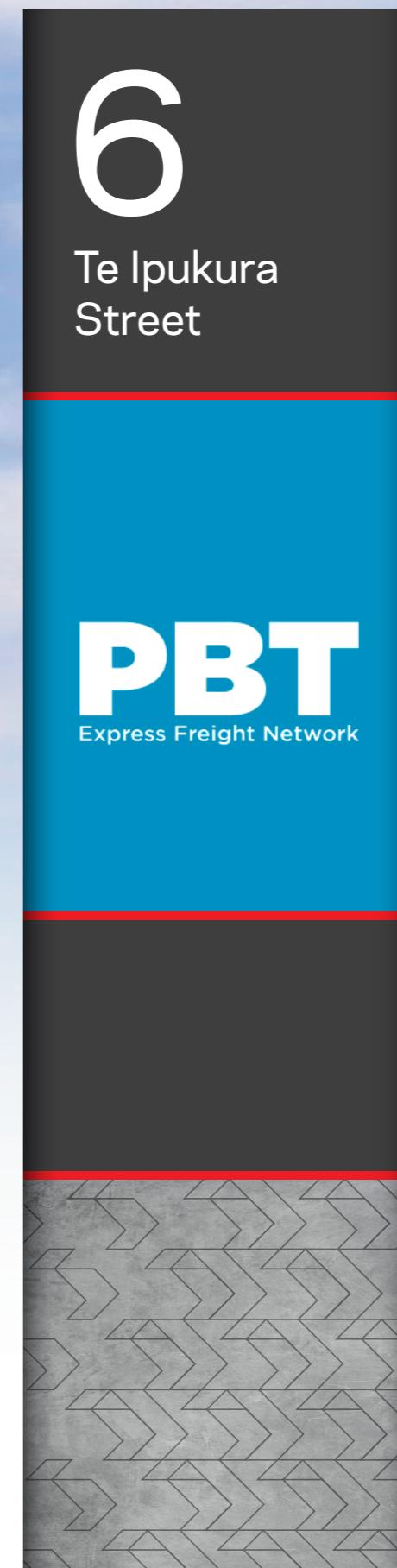
1m



Multiple tenant



Single tenant



Design direction 01



Concept Design
Design direction 01

ID3f

Street identification
Freestanding
Double-sided
Non-illuminated

6m

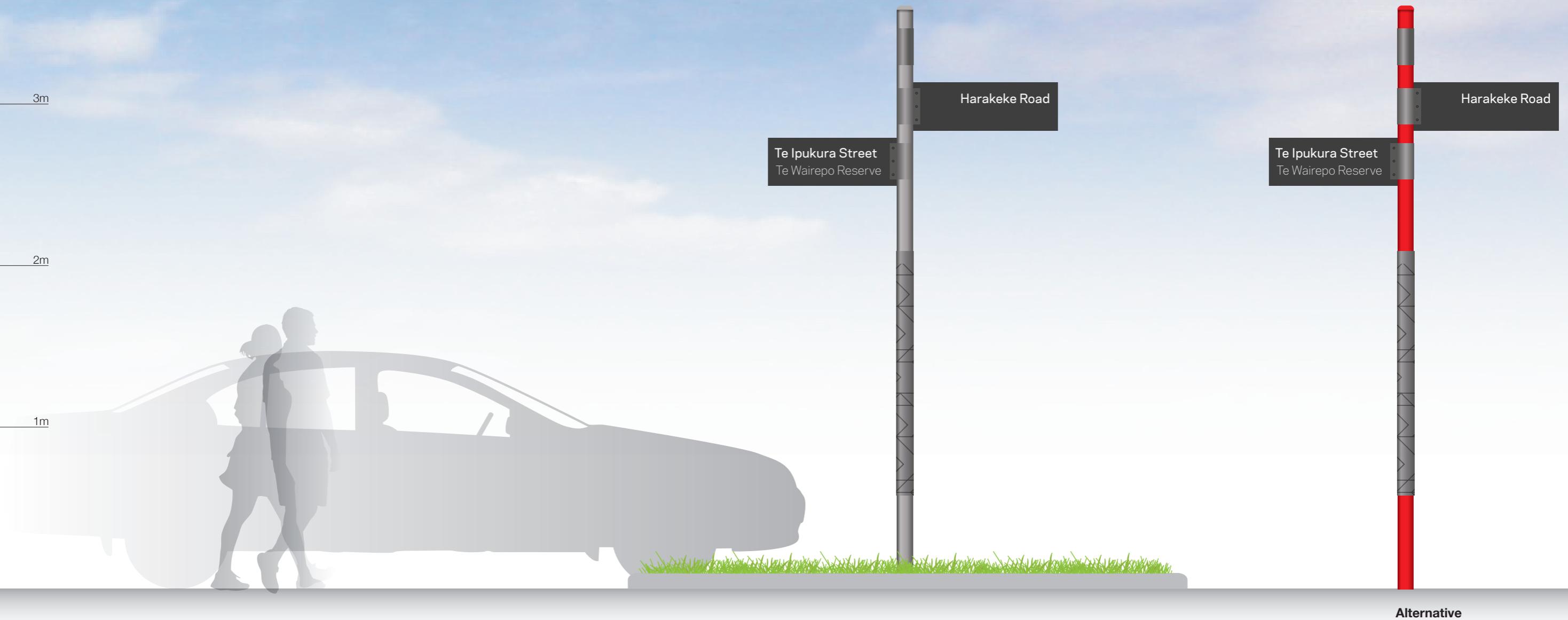
5m

4m

3m

2m

1m



Alternative

Design direction 01



Design direction 01

6m

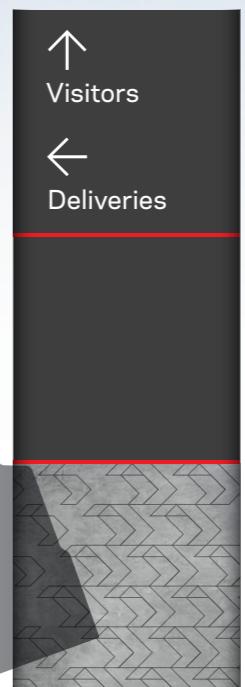
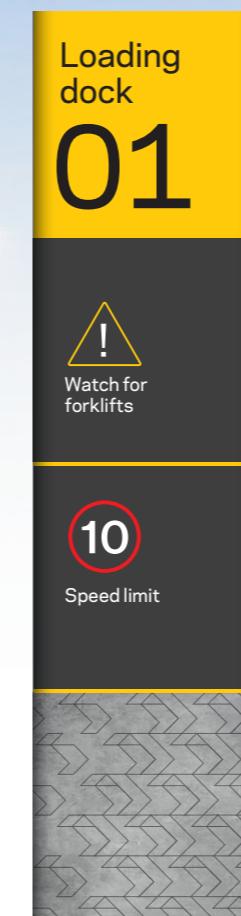
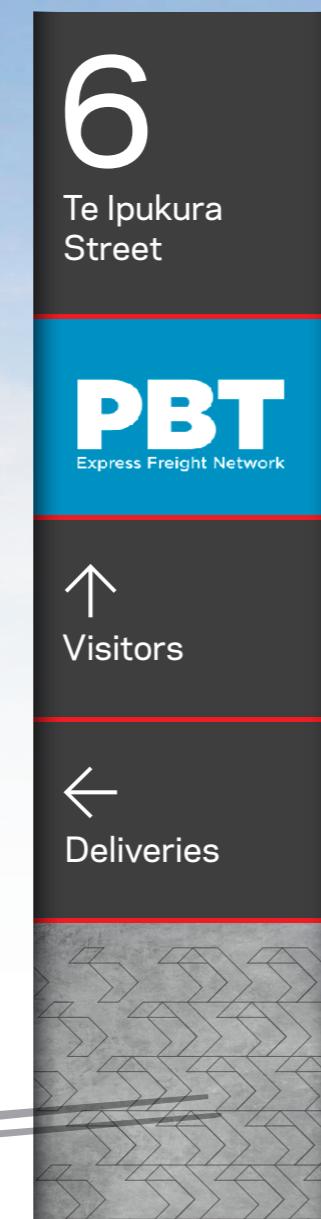
5m

4m

3m

2m

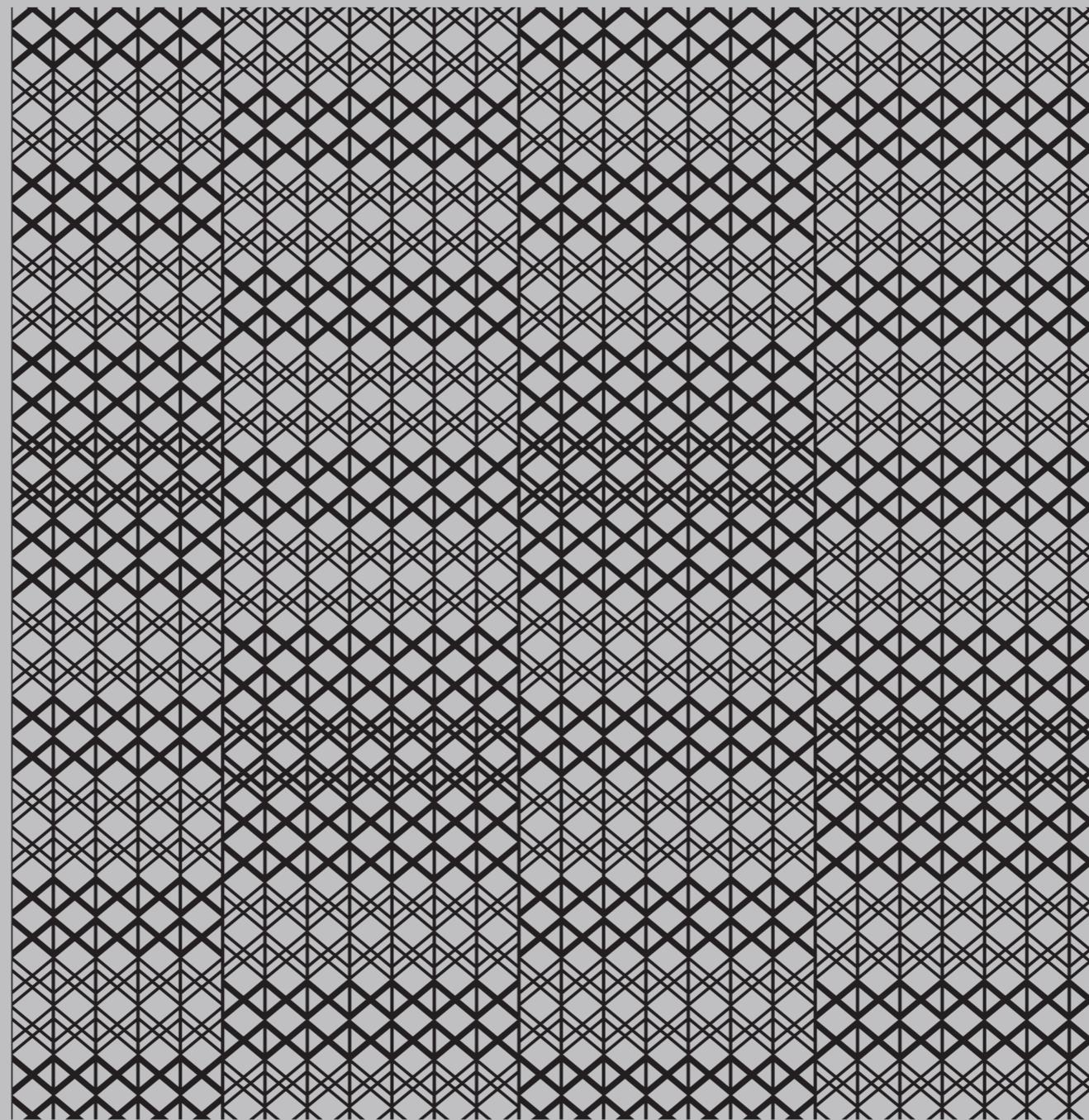
1m



Design direction 02

Cultural pattern as a design element

*Placeholder only. To be developed by Maaori artist.



Design direction 02



Concept Design
Design direction 02

ID1f

Site identification
pylon
Freestanding
Double-sided
Illuminated

6m

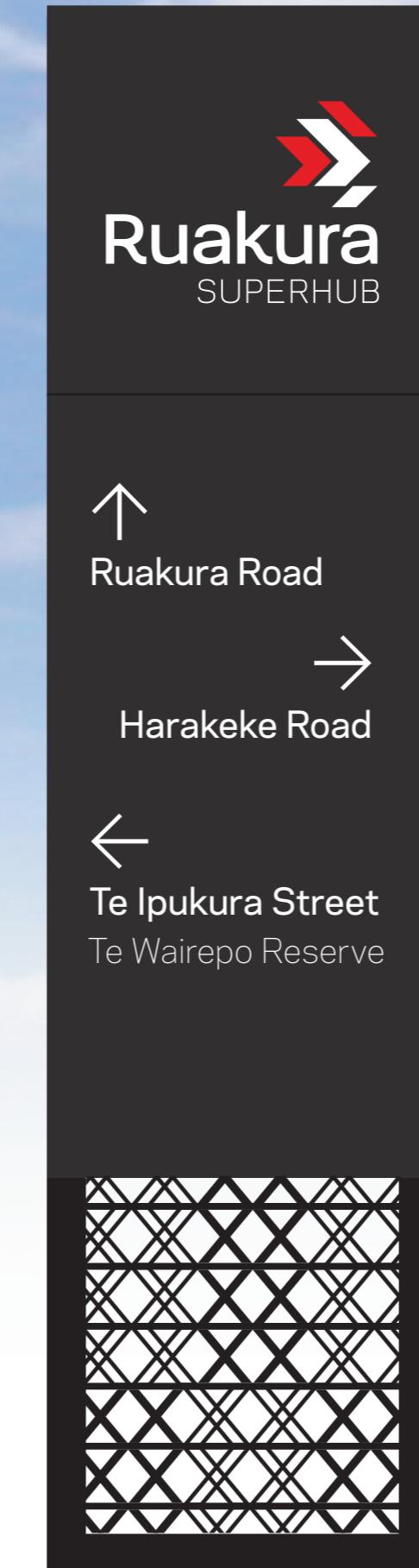
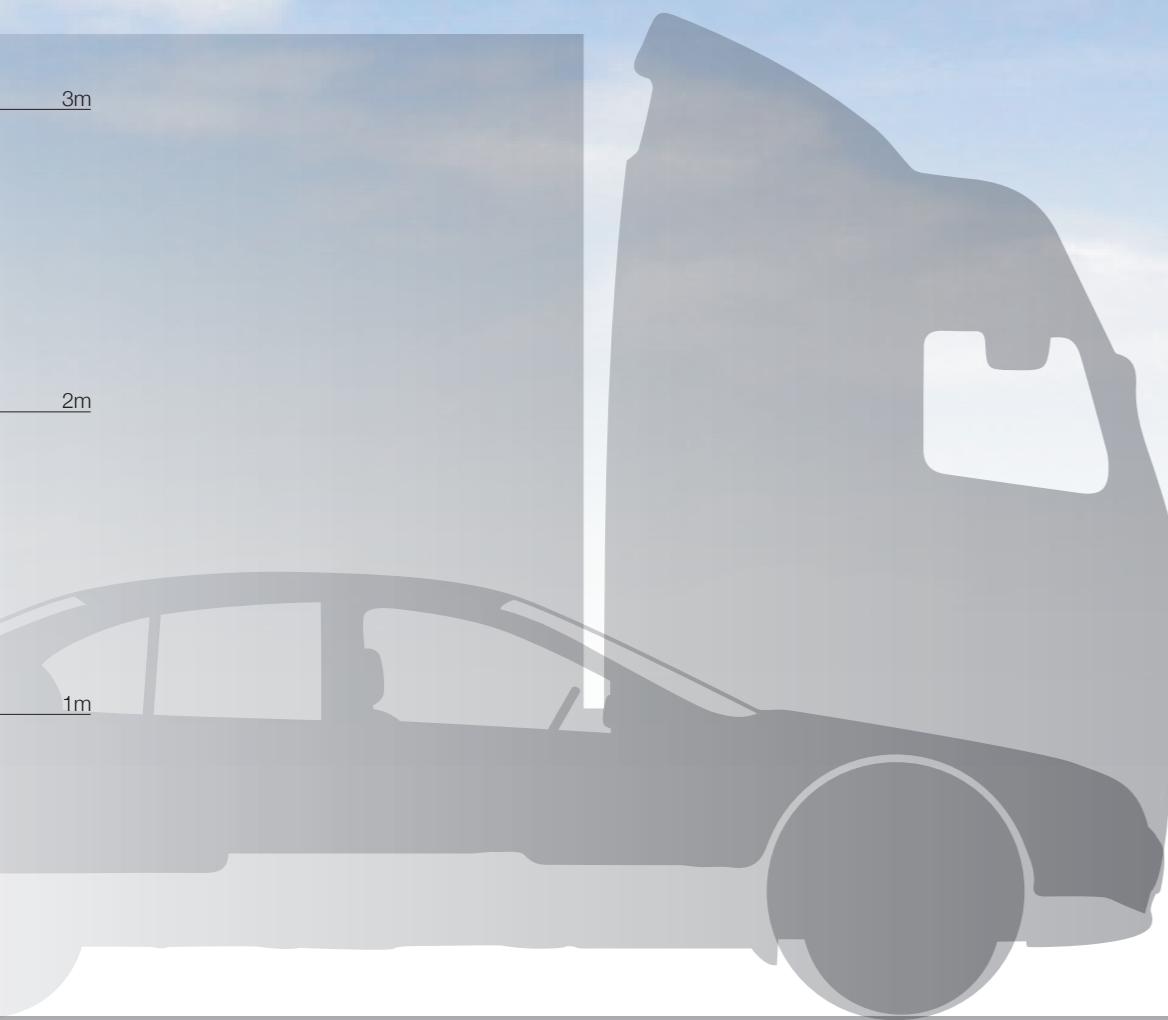
5m

4m

3m

2m

1m



Design direction 02



Tenant identification
Primary
Freestanding
Double-sided
Illuminated

6m

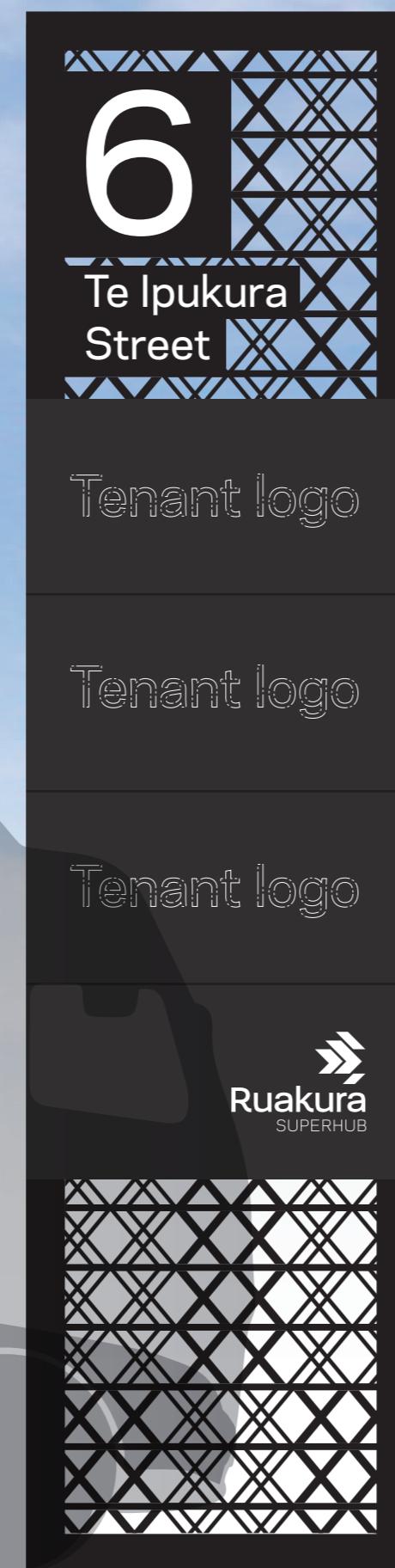
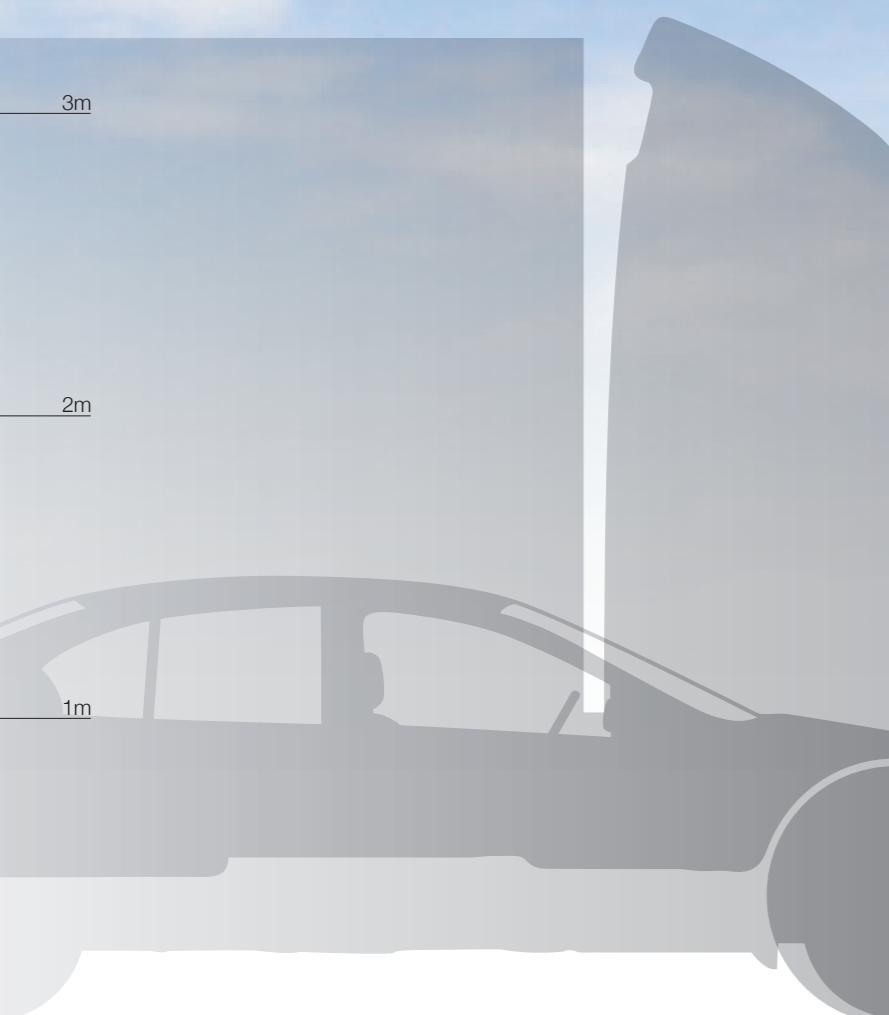
5m

4m

3m

2m

1m



Multiple tenant



Single tenant



Design direction 02



There is an opportunity to embed the visual language of the precinct and cultural patterning within street name signage

Concept Design
Design direction 02

ID3f

Street identification
Freestanding
Double-sided
Non-illuminated

6m

5m

4m

3m

2m

1m



Design direction 02



The visual language carries across the various sign types, using the panel and colour system to highlight key information

6m

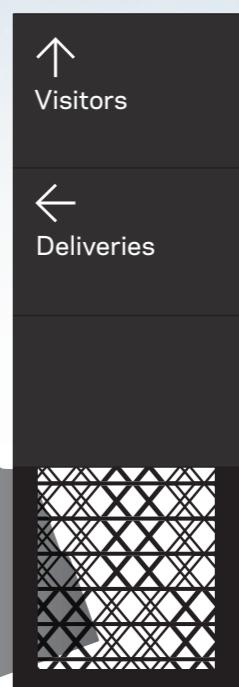
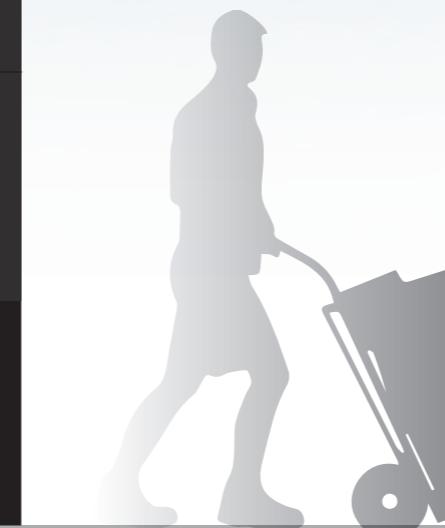
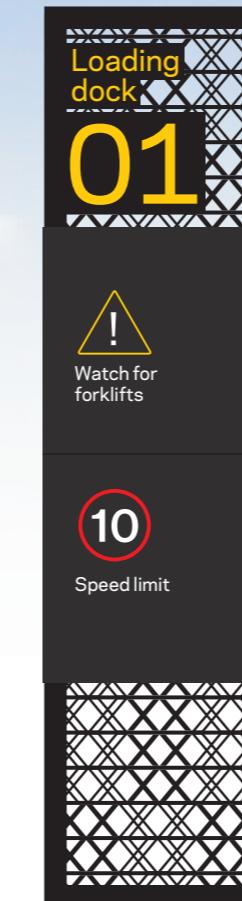
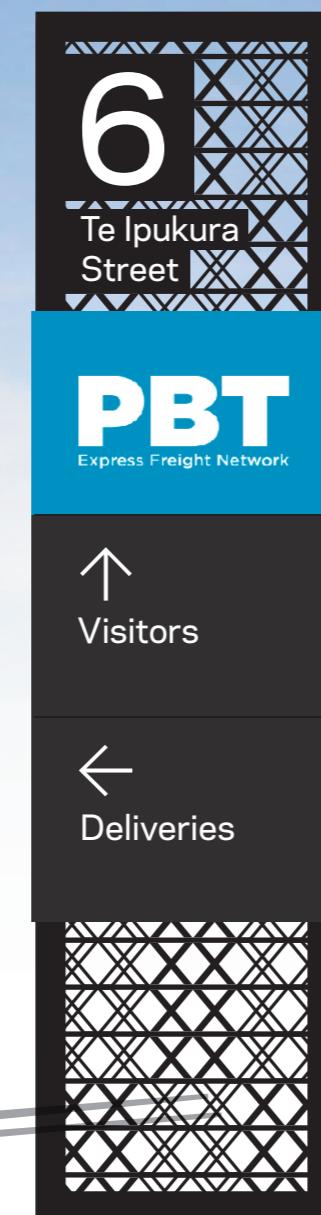
5m

4m

3m

2m

1m



B Preliminary locations

Site context

Preliminary sign locations have been identified within Logistics West and Silverdale Industrial.

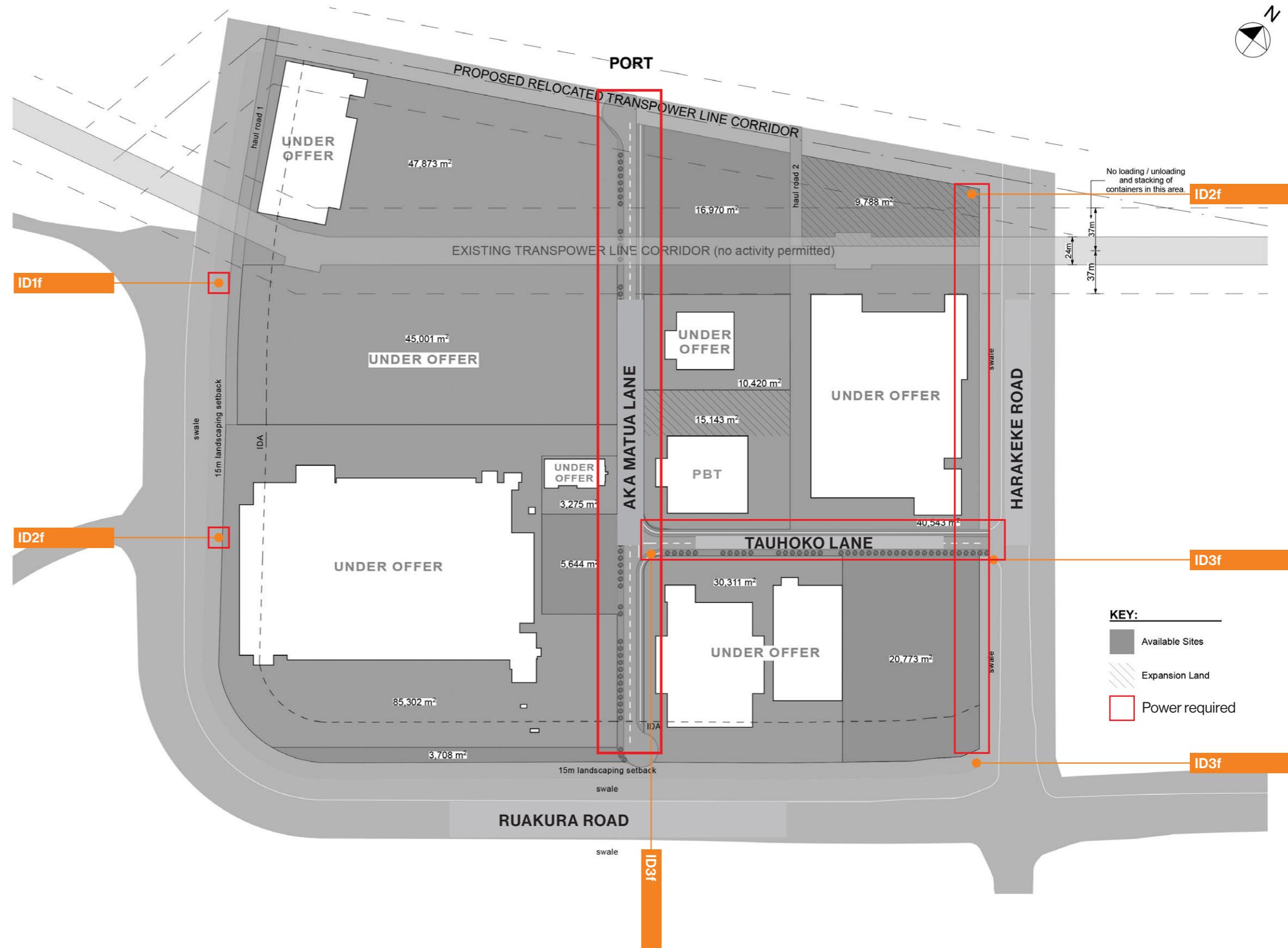
Referencing detail provided on:
Leasing Masterplan - Logistics West Area
– SK.02-4
– A01-03
– A01-002



Precinct signage

Shown here are the in-principle* locations for signage within the industrial and commercial areas.

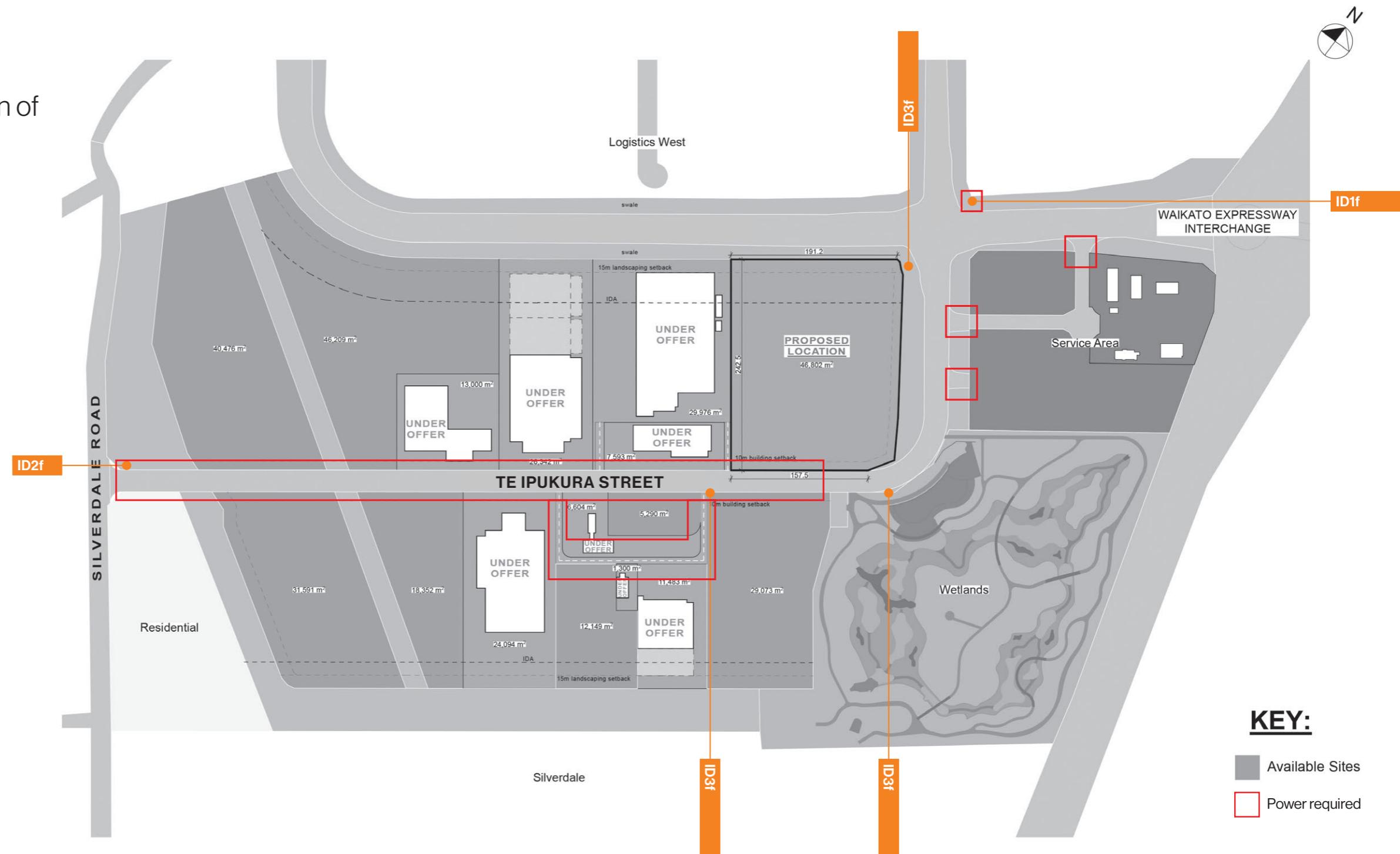
*All locations are indicative pending further detail



Precinct signage

These in-principle* locations demonstrate the need to provision of power along the key roadway approaches for the signage to be internally illuminated.

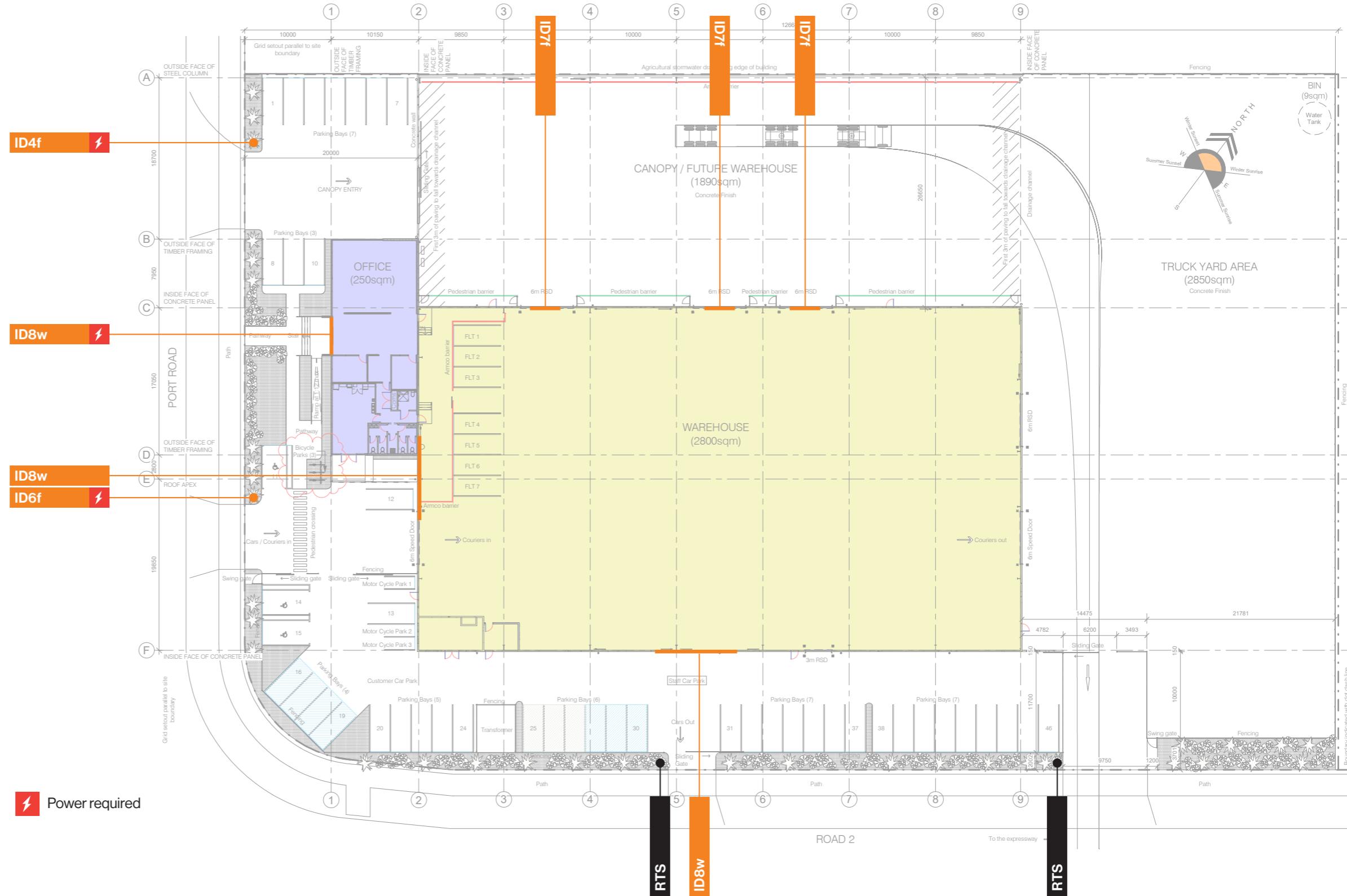
*All locations are indicative pending further detail



Tenant signage

Shown here are the location principles for signage suite as it relates to tenant site signage.

These will differ with the configuration of each tenancy, but the principle of sign type and location remains the same.

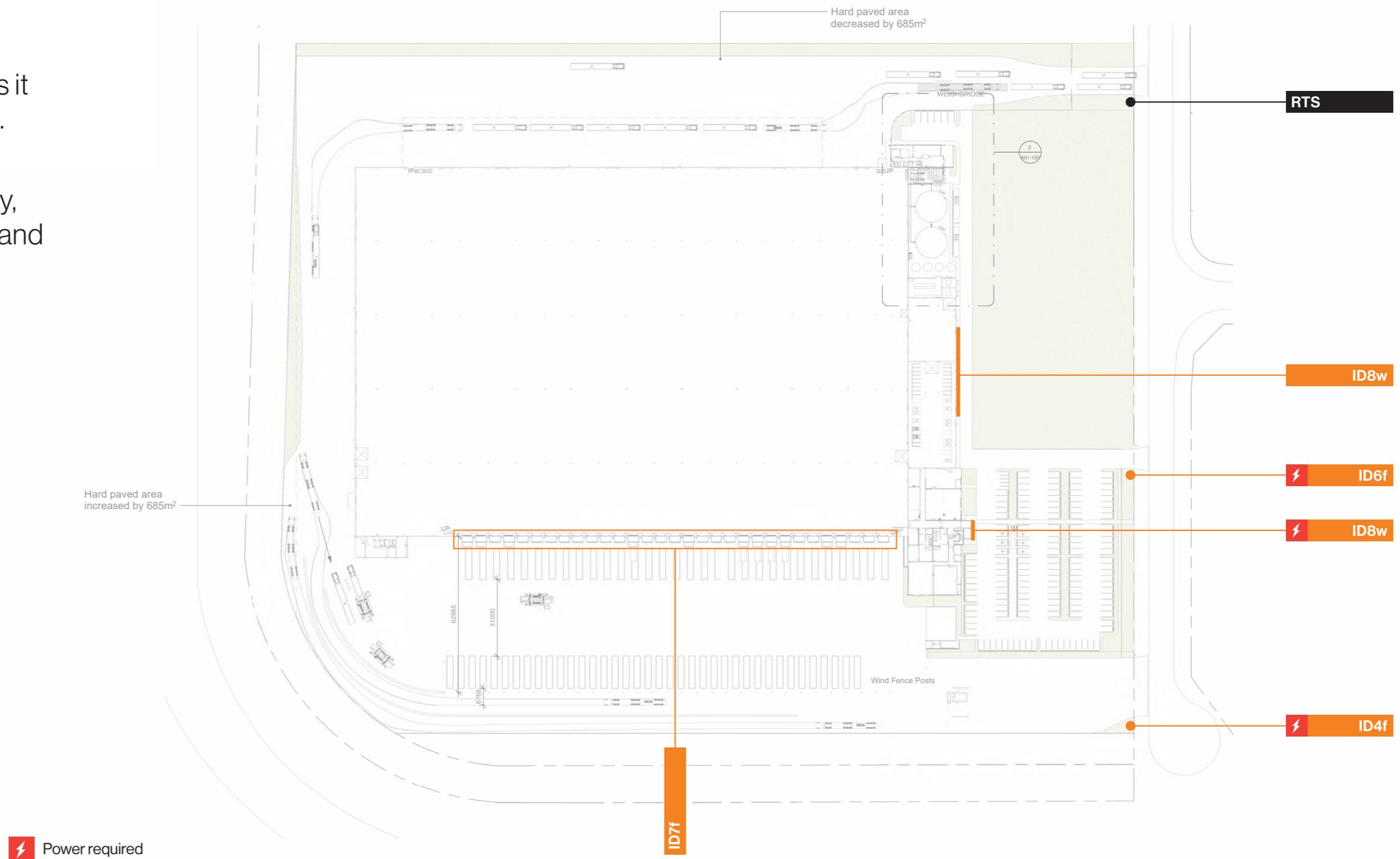


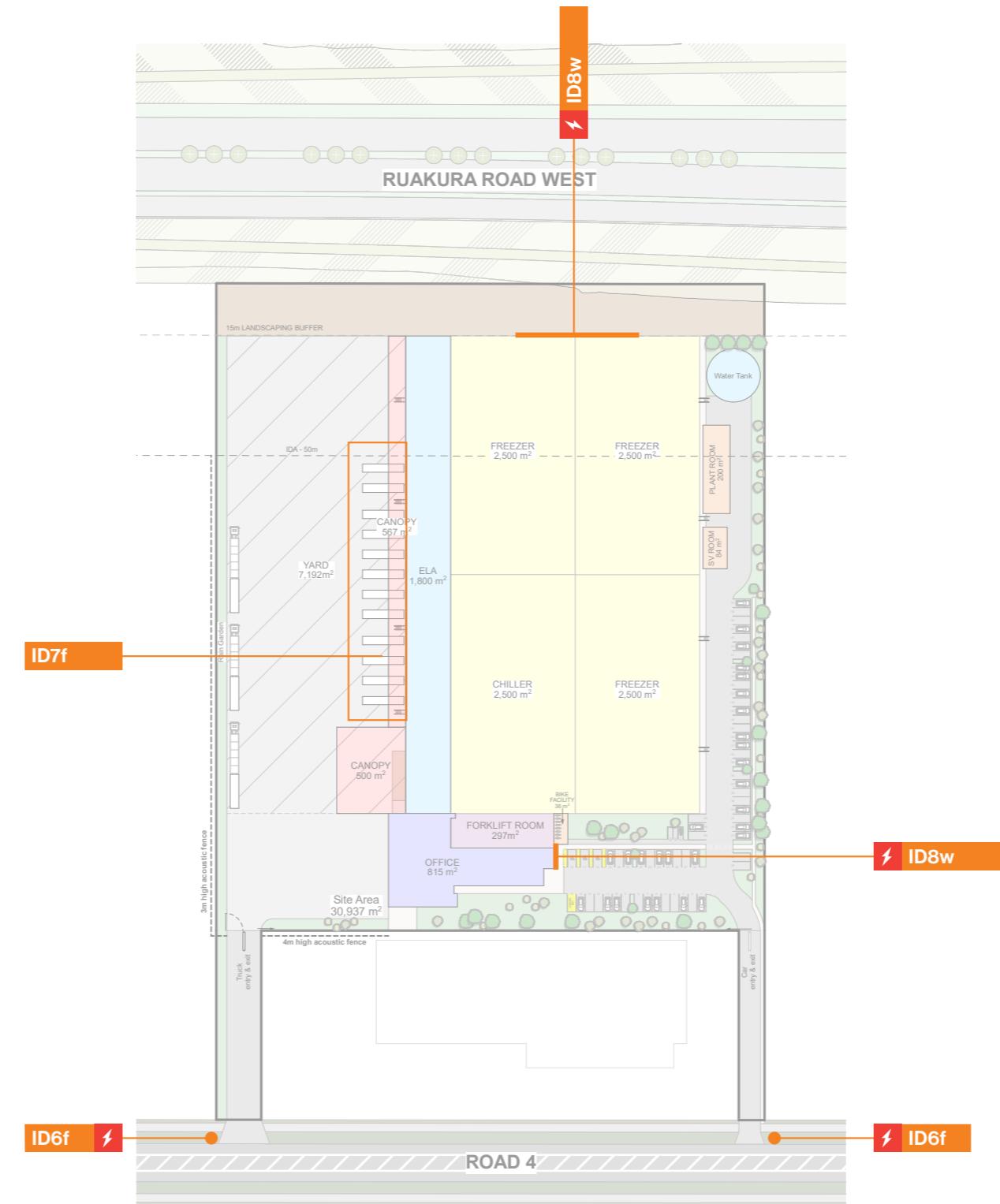
⚡ Power required

Tenant signage

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Tenant signage

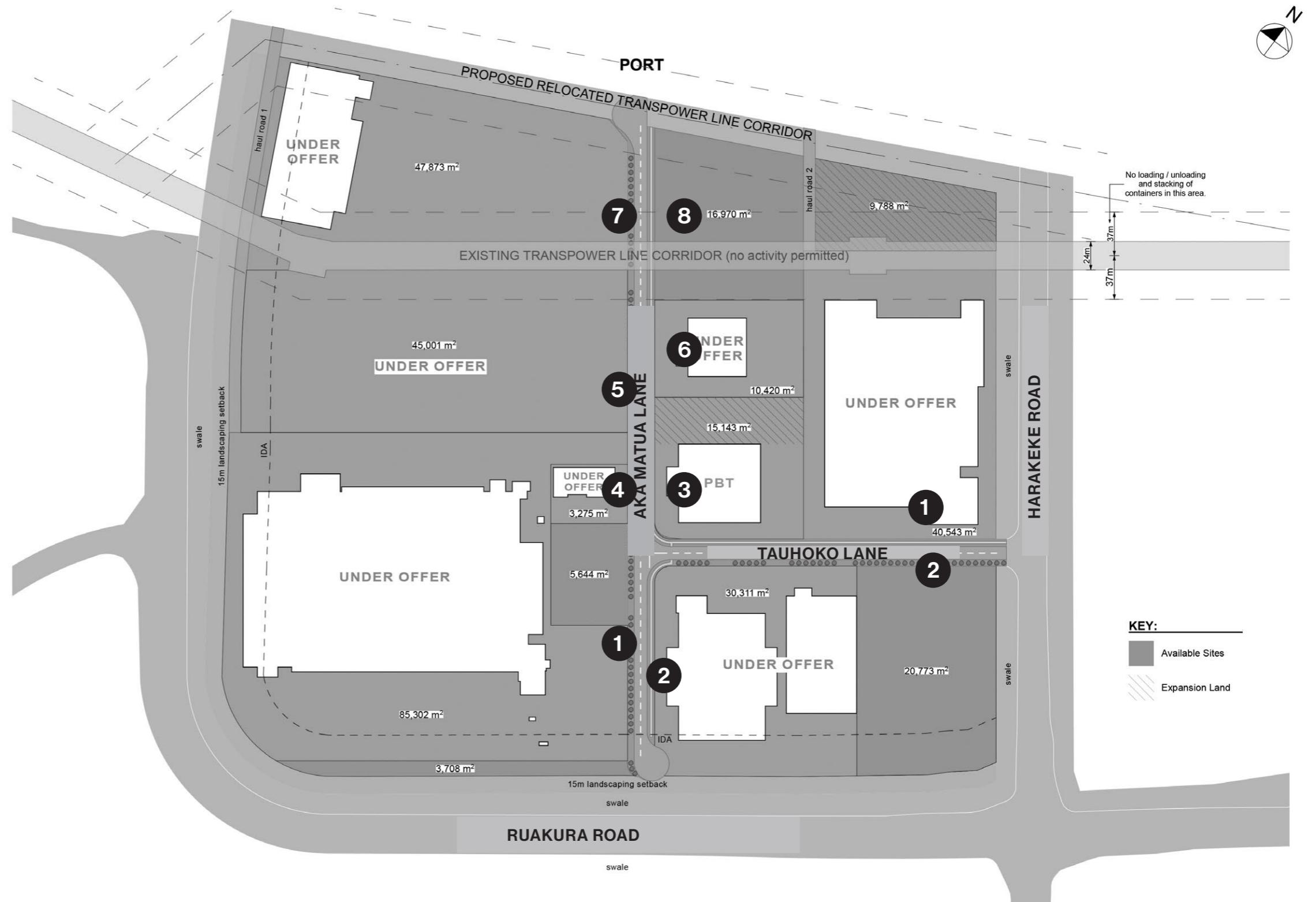
⚡ Power required

C _____ Building addressing

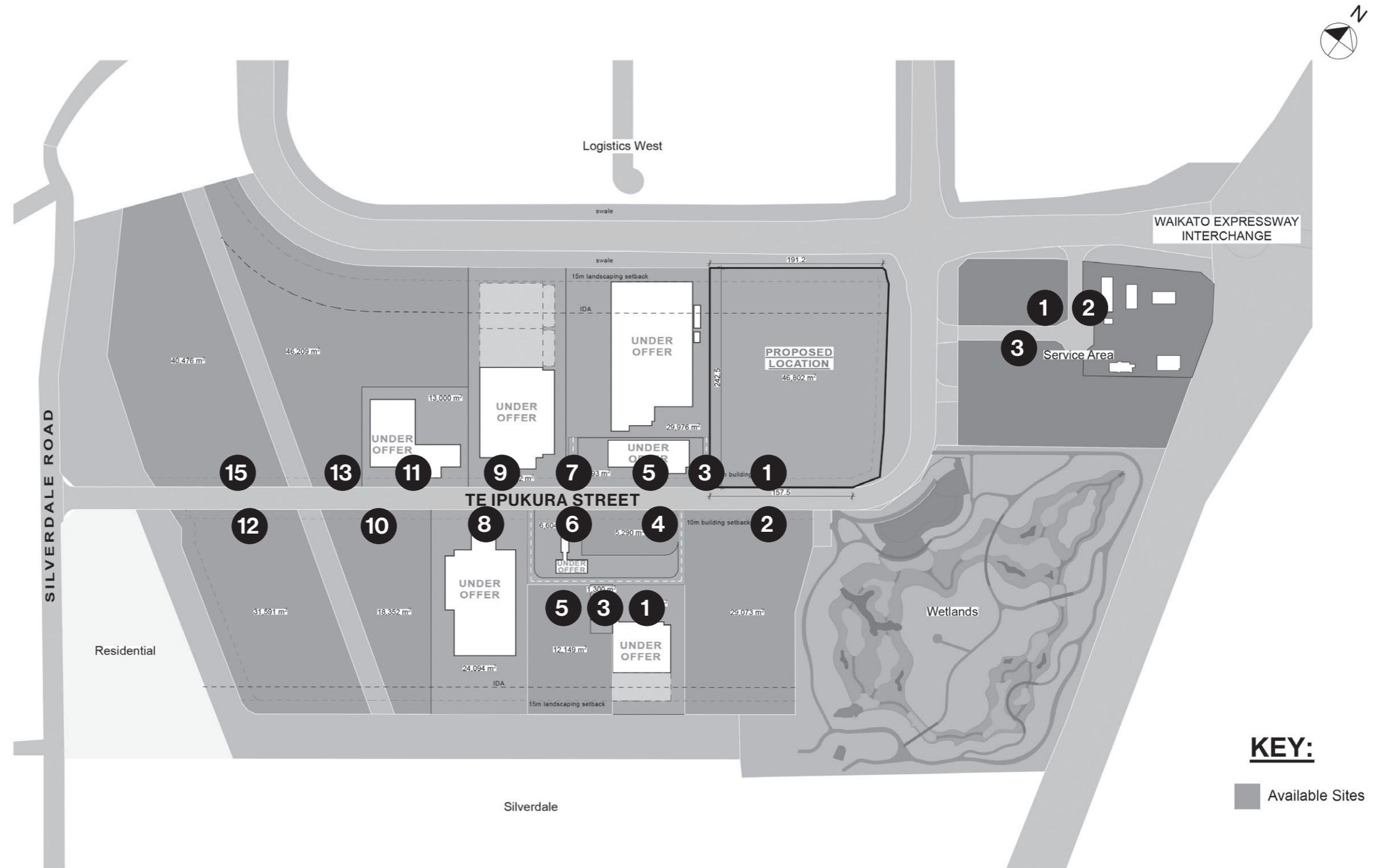
Building number sequence

Shown here are the location principles for signage suite as it relates to tenant site signage.

These will differ with the configuration of each tenancy, but the principle of sign type and location remains the same.



Building number sequence



D Next steps

Approvals to proceed

Client to review and provide consolidated feedback to Diadem by Friday 18th March

Diadem to confirm Design Development scope of works and commence 21st March.

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Hong Kong

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